AGENDA ITEM or FINAL CONTRACT REVIEW SUBMITTAL FORM

AgendaTitle:
Colorado Water Plan Support Request

Action Requested: Discussion

Parties to the Agreement:

Term Begins: **Term Ends:** **Grant Contract #:**

Summary:
Molly Mugglestone will be presenting this material, and she will ask the Board to consider support.

Fiscal Impact: None

Submitted by: Katherine Haase **Submitter's Email Address:** khaase@gunnisoncounty.org

Finance Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date:

County Attorney Review: ○ Required ◉ Not Required

Comments:

Reviewed by: Discharge Date: Certificate of Insurance Required

Yes ○ No ○

County Manager Review:

Comments:

Reviewed by: GUNCOUNTY1\mbirnie Discharge Date: 7/11/2014

○ Consent Agenda ○ Regular Agenda ◉ Worksession Time Allotted:

Agenda Date: 7/22/2014 Follow Up Agenda Date:

Revised April 2013

PROTECT THE FLOWS
The Business Voice for the Colorado River

AMERICA'S COMPANIES ARE LEADING THE WAY ON WATER SUSTAINABILITY AND INNOVATION

Evidence from the Colorado River Basin

THE COLORADO RIVER WAS RECENTLY NAMED THE #1 MOST ENDANGERED RIVER IN AMERICA.

Yet the river is the lifeblood of the Southwest, allowing a diversity of industries to locate in the West, irrigating nearly 5.7 million acres of agricultural land, and supplying drinking water to 36 million Americans.

DEMAND FOR WATER FROM THE RIVER CURRENTLY EXCEEDS SUPPLY

Businesses that have active operations in the Colorado River basin have a vital stake in solutions to best manage the river's widening supply and demand gap.

The most cost effective and easily implementable way to ensure our businesses and communities have enough water to thrive is to improve urban and agricultural water conservation. America's businesses are doing just that, and we need policy makers to be thoughtful partners in this work.

U.S. COMPANIES BENEFIT FROM TAKING ACTION ON WATER BY:

- Cutting costs and reducing waste
- Reducing risks in operations
- Driving revenues by developing breakthrough products that are more water efficient
- Enhancing brand value by building a positive corporate reputation

In recent years, some of the world's most powerful brands have doubled down on their efforts to use water and other resources more sustainably because it makes good business sense.

MGM RESORTS INTERNATIONAL™

"Headquartered in Nevada, we are clear that water is in increasingly short supply and we are doing everything we can to reduce water consumption through operating improvements, workforce education, community and business partnerships, and ongoing progress monitoring."

Cindy Ortega, Senior VP/Chief Sustainability Officer, MGM Resorts International

at&t

AT&T found that its building operators can realize substantial water savings in cooling towers — up to 40 percent — in ways that provide a competitive return on investment. In one plant, a $4,000 investment resulted in $40,000 in savings, making these kinds of projects compelling to C-suite executives. The company has set a goal and developed a plan to achieve 150 million gallons of annualized water savings by the end of 2015.

PHOTOGRAPHY (top): *Kerrick James*

CALL TO ACTION FROM THE BUSINESS COMMUNITY

Protect the Flows business members call for federal and state policy makers to balance the needs of cities, industry and agriculture, while protecting the river system and the quality of life it supports. We need an actionable plan to achieve at least 3 million acre feet of water savings via urban and agricultural conservation identified as achievable in the Bureau of Reclamation's 2012 Colorado River basin study. Specifically, we promote these common sense solutions:

IMPROVE AGRICULTURAL EFFICIENCY:

Support cost-effective investments in water technology and delivery like piped sprinkler and drip irrigation to our farms and ranches.

IMPROVE URBAN CONSERVATION:

Continue effective programs like the Bureau of Reclamation's WaterSMART and Title XVI Water Reclamation and Reuse programs that drive water conservation and American jobs through adopting innovation and technology.

ESTABLISH WATER BANKS:

Water banks use markets to facilitate temporary or permanent transfer of water rights among water users and can benefit the Colorado River because they reduce the need for new water diversions, and banked water can be used for the environmental health of the river.

PROTECT THE FLOWS
The Business Voice for the Colorado River

Protect the Flows, a coalition of over 1,000 businesses that seeks to maintain a healthy and flowing Colorado River system, has engaged with senior business leaders ranging from Fortune 500 firms to main street enterprises throughout the seven Colorado River Basin states to proactively address water sustainability challenges.

For more information and for a list of companies that endorse smart water policies, please visit **www.protectflows.com**.

PHOTOGRAPHY (clockwise from top): *Jay Canode, Jay Canode, Charlie Dresen - Steamboat Springs Real Estate, Kerrick James, Jonathan Waterman*

U.S. Senator Mark Udall and business leaders from major brands participated in Protect the Flows "Business of Water" summit in Denver in 2013.

RUBICON WATER

With the installation of canal gates and accurate flow meters with remote monitoring and control systems, the lining of earthen canals, and the elimination of spills from the agricultural region in the Murray Darling Watershed in Australia, Rubicon Water was able to increase the irrigation system's efficiency from 65% to 85% and save the Murray Darling Basin from the brink of drought-driven disaster.

PEPSICO

"There is clear energy and momentum building for corporations to manage water resources carefully here in the U.S. and on a global scale. We encourage corporations, federal and state governments, local municipalities and the public to work together to maintain the Colorado River and other waterways."

Liese Dallbauman, Director of Water Stewardship, PepsiCo

life technologies™

Between 2008-2012, Life Technologies, a 10,000 employee Life Sciences company based in water stressed San Diego County, reduced its water usage by a staggering 50%. Despite annual water rate increases of over 10%, the company saved about $800,000 on water usage during that time period.

Leaders and elected officials from across Colorado are coming together for the 2014 Colorado River Day to push for local solutions for the Colorado Water Plan. Sign on now.

Did you know? The Colorado River was originally called the Grand River, but on July 25, 1921 Congress renamed it. On the Colorado River's 93rd birthday, we honor it for serving as the backbone of the West. Our state benefits from a balanced economy, including robust agriculture, recreation, industry, outdoor-service and technology sectors, which are all dependent on healthy rivers. Water is fundamental and indispensable to vibrant economies and healthy communities, anchoring the assets that make Colorado unique and provide our competitive advantages. As we develop the first statewide water plan, we, as elected officials and leaders in the state, call on Governor Hickenlooper and the Colorado Water Conservation Board to tackle our water challenges with solutions that retain the economic value of our rivers. The state plan should:

- Identify investments in and improvements to irrigation infrastructure for more efficient agricultural water delivery, irrigation and reuse, and incentivize best practices and strategies to help sustain this foundational industry;
- Prioritizes municipal conservation, committing Colorado's growing urban areas to reducing per capita municipal water use by 35 percent by 2050, which is the target set by the State Water Supply Initiative;
- Prioritizes modernizing and maximizing existing storage and delivery systems over new diversions that harm our rivers, in-stream flows, wildlife, and recreation economy;

- Recognizes that the health and viability of our rivers as natural and economic resources must be prioritized in water policy and management.

Sign on

* Required

Your Name & Title *

Email Address *

Phone Number *

☐ Yes, I am interested and willing to speak to the media about this pledge.

Submit

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